

1 **GENERAL CODE OF ONEIDA COUNTY, WISCONSIN**
2 **ORDINANCE AMENDMENT #**

3
4 **Ordinance Amendment offered by the Ad Hoc Study Committee.**

5 **Whereas**, the Oneida County Board, by enacting Resolution #06-2006,
6 creating the Ad Hoc Study Committee to study the current Oneida County
7 Tourism, Recreation and Entertainment Promotions efforts, and recommend any
8 changes identified for adoption by the Oneida County Board of Supervisors; and

9 **Whereas**, the Ad Hoc Study Committee presented its findings at the
10 August 15, 2006 County Board meeting and outlined a plan for the future
11 oversight of Oneida County Tourism, Recreation and Entertainment Promotions
12 efforts; and

13 **Whereas**, the Oneida County Board passed Resolution #56-2006 at the
14 August 15, 2006 County Board meeting, supporting the formation of the Oneida
15 County Tourism Council as was presented by the Ad Hoc Study Committee; and

16 **Whereas**, the Ad Hoc Study Committee was directed to bring back a
17 proposed ordinance amendment at the September 12, 2006 County Board
18 meeting consistent with their report provided to the County Board, creating the
19 Oneida County Tourism Council.

20 **NOW, THEREFORE, THE ONEIDA COUNTY BOARD OF**
21 **SUPERVISORS DOES ORDAIN AS FOLLOWS:**

22 Section 1. Any existing ordinances, codes, resolutions, or portions thereof
23 in conflict with this ordinance shall be and hereby are repealed as far as any
24 conflict exists.

25 Section 2. This ordinance shall take effect the day after passage and
26 publication as required by law.

27 Section 3. If any claims, provisions or portions of this ordinance are
28 adjudged unconstitutional or invalid by a court of competent jurisdiction, the
29 remainder of this ordinance shall not be affected thereby.

30 Section 4. Section 2.56 of the General Code of Oneida County,
31 Wisconsin, is created as follows [additions noted by underline, deletions noted by
32 strikethrough]:

33 Section 2.56: Oneida County Tourism Council.

34 (1) COMPOSITION: The Oneida County Tourism Council shall be
35 composed of eleven (11) voting members. These voting members shall include:

36 (a) Two (2) Oneida County Board Supervisors appointed by the
37 Chairperson of the County Board.

38 (b) The UW-Extension CNRD Agent as facilitator.

39 (c) The County International Trade, Business and Economic
40 Development Council (ITBEC) delegate.

41 (d) One representative from each of the following local chambers
42 of commerce: Rhinelander, Minocqua-Arbor-Vitae-Woodruff, Three Lakes,
43 Hazelhurst, Lake Tomahawk, Pelican and Pelican Lake.

44 (2) ORGANIZATION: The Oneida County Tourism Council shall, at its
45 first meeting after the County Board organizational meeting, elect a chairperson,
46 a vice chairperson and a secretary. Such officers shall serve for a term of two (2)

years. The Council may adopt its own By-Laws and procedures provided they are not inconsistent with the By-Laws of the Oneida County Board of Supervisors or Wisconsin State Statutes.

(3) POWERS AND DUTIES: The Oneida County Tourism Council, in addition to the powers and duties identified in (a) through (j) set forth below, have and exercise the powers and duties identified in Wis. Stats. sec. 59.56(10) to advertise the advantages, attractions and resources of the County.

(a) Develop an annual marketing plan for Oneida County tourism promotion efforts.

(b) Prepare an annual budget for approval by the Finance Committee and the County Board.

(c) Seek grant funds to supplement tourism and promotion budget.

(d) Report bi-monthly to the County Coordinator with written operations and finance reports and report annually to the County Board on the Council's operations and finances.

(e) Assess for collection each individual local chamber of commerce contribution to the tourism and promotion budget with said contribution fee being a minimum of \$500 and a maximum of \$1,500, the contribution fee should be based upon the size of each local chamber of commerce.

(f) Contract with professional agencies to develop and implement a tourism marketing plan.

(g) Track annual occupancy rates at select area lodgings and room tax collection by community.

(h) Submit all bills to County Coordinator which shall then be taken to finance for approval.

(i) Track tourism inquiries made to Oneida County.

(j) Track yearly expenditures by tourists in Oneida County.

(4) COMPENSATION: Only Oneida County Board Supervisors shall be entitled to per diem, mileage and any other form of County reimbursement. The Oneida County Tourism Council may pay compensation in the form of administration fees so long as:

(a) The compensation to be paid is set by the bid process.

(b) The administrative fees shall not exceed 30% of the Oneida County Tourism Council's annual budget.

(5) ADDITIONAL PROVISIONS: The Oneida County Tourism Council is bound by the rules governing County Board committees, boards and commissions as set forth in Oneida County Code sec. 2.31.

Approved by the _____ Committee this

_____ day of _____ 2006.

Vote Required: Majority = _____ 2/3 Majority = _____ 3/4 Majority = _____

The County Board has the legal authority to adopt: Yes _____ No _____ as reviewed by

the Corporation Counsel, _____, Date: _____

Offered and passage moved by: _____
Supervisor

Supervisor

Supervisor

Supervisor

Supervisor

Seconded by: _____

_____ Ayes

_____ Nays

_____ Absent

_____ Abstain

_____ Adopted

by the County Board of Supervisors this _____ day of _____ 2006.

_____ Defeated

Robert Bruso, Clerk

Andrew P. Smith, County Board Chair

FISCAL IMPACT STATEMENT

2006

142

143 Three supervisors at six meetings at \$35 per diem = \$630

144

145 150 miles per meeting at \$_____ rate times six meetings =

146

147 2007

148

149 Three supervisors at 24 meetings at \$35 per diem = \$2,520

150

151 150 miles per meeting at \$_____ rate times 24 meetings =

152

153